

Pinwheels for Prevention: April 1st Statewide Event

On April 1, 2013, local councils across the state will plant pinwheel gardens in their communities. This initiative was decided upon by the CAP Month Work Group and rose out of success experienced by numerous councils in the past 4 years.

The *Pinwheels for Prevention*TM campaign is the national signature campaign of Prevent Child Abuse America. CTF serves as the state co-chapter of PCA. The campaign's objectives are noted below. The PCA toolkit highlights examples and pictures of pinwheel gardens as well as ways to effectively implement a local, *Pinwheels for Prevention* campaign.

In 2012, local councils successfully carried out pinwheel gardens by working with local courts, schools, and other prevention partners. Creativity in how you plant the garden—for example, planting gardens in the shape of a pinwheel or at a frequently visited location—will help draw attention to your event and your message. The current PCA toolkit also includes examples of:

- Speaking points
- Pinwheel coloring sheets
- PSA scripts
- Press releases
- Pinwheel gardens

We encourage you to contact CTF or councils who have implemented pinwheel campaigns, and to review the PCA toolkit materials (particularly the “Campaign Implementation” section), for ideas on how to work with partners in your community to implement the Pinwheels for Prevention campaign. **Note:** The only positioning not allowed by PCA is equating the pinwheel symbol with deaths from child abuse or reported cases of child abuse.

National Signature Campaign Objectives

(Excerpted from National Signature Campaign Implementation Kit for Chapters)

The following represent the four campaign objectives. Further refinement of these objectives, including the addition of specific measurable components, will take place as part of the development of the campaign evaluation plan, now underway, with public health campaign evaluation expert Doug Evans of George Washington University.

The campaign objectives are to:

1. Generate greater awareness of our organization, mission and programs (by establishing a baseline against which progress can be measured);
2. Increase knowledge of child abuse and neglect prevention;
3. Effect measurable changes in attitudes and beliefs toward child abuse and neglect prevention; and,
4. Effect measurable changes in behaviors with regard to child abuse and neglect prevention that progress over time.

Once established, these national campaign objectives are intended to complement and/or provide direction for chapters' campaign objectives, which chapters are welcome to establish based on the needs of their states. In the end, provided the national and chapter campaign objectives are complementary, we will achieve the “national consistency and local flexibility” sought for this campaign and establish a strong baseline from which to build.

Please review the PCA toolkit materials for a wealth of ideas and information and see below for ideas about how to plan a Pinwheel Garden!

Ideas for a Successful Pinwheel Garden Event

- Begin to plan the event as early as possible, several months (or more in advance) so that good planning can take place and all logistical considerations will be addressed adequately.
- Ideally plan to have at least one on April 1st to join with other councils across the state as one statewide voice.
- If the ground is frozen and/or there is snow consider using a planter box with sand, Styrofoam or other similar base to plant the pinwheels.
- When planning decide whether this event will solely be sponsored by the Local Council or whether this will be a collaborative effort (e.g. join with a particular school, DHS, local health department, other).
- Have signage at event that explains the Pinwheels for Prevention campaign.
- Invite community partners, e.g. Exchange Club to sponsor and/or assist in the campaign.
- Decide where the council would like to have the pinwheel garden. That decision would be the direct result of some of the following questions:
 - What size and earmarked audience is desired?
 - What venue will give the 'biggest bang for the buck?'
 - Is weather a consideration which might influence whether this is an indoor or outdoor event?
 - What time(s) seem practical to have the event?
 - What organization(s) would the council like to have participating in the event?
 - Are there logistics (e.g. permissions, licenses) required for the chosen venue?
- Choose a host for the event. This could be a board member, Local Council Coordinator, local celebrity or other person.
- Decide whether the event will include entertainment and/or guest speakers.
- Plan the length of time for this event. Successful events are anywhere from 30 minutes to an hour, no longer.
- Remember to **NEVER** use the pinwheel as a symbol of children who've died as a result of child abuse and/or neglect. That goes against PCA and CTF *Pinwheels for Prevention* protocol.
- Create a marketing plan for the event, communicating to local media, social media, schools, houses of worship, public and/or private businesses and other applicable sites. This can include a *Save the Date* announcement(s) at least 1 month prior to the event followed by subsequent announcements leading up to the actual date.
- If possible, have Local Council materials to distribute to the attendees at the event.
- Send out thank you notes to any notable attendees or participants after the event.
- Have a discussion with others after the event to assess the successes and lessons learned.
- Have fun!!!